We claim:

1. A method of processing product related content, the method comprising:

(a) scanning a product tag with radiation;

(b) in response to (a) receiving product related content in the form of segments of text separated by field separators and wherein at least one segment of text includes a meta tag;

(c) using the meta tag to expand the at least one segment of text; and

(d) displaying the expanded segment of text on a display device.

2. The method of claim 1, wherein (a) comprises scanning and radio frequency identification tag with radiation originating at a mobile terminal.

3. The method of claim 1, wherein (a) comprises scanning the product tag with light.

4. The method of claim 1, wherein the meta tag comprises at least one character.

5. The method of claim 1, wherein the meta tag consists of one character.

6. The method of claim 1, wherein (c) comprises adding text to the at least one segment of text.

7. The method of claim 6, wherein (c) comprises adding text formatting instructions to the at least one segment of text.

8. The method of claim 1, wherein (c) comprises converting the at least one segment of text to a hyperlink to a computer network site.

9. The method of claim 8, further including:

(e) receiving product information from the computer network site.

10. The method of claim 1, wherein (c) comprises searching a domain name table for a network address that corresponds to the at least one segment of text.

11. The method of claim 1, further including determining whether wireless network access, which is supported by the terminal is available.

12. The method of claim 11, wherein (c) comprises expanding the at least one segment of text to a hyperlink to a local or remote network site, which allows access to respective information depending on whether wireless local network access, which is supported by the terminal is available.

13. The method of claim 12, wherein (d) comprises displaying the hyperlink to the local network site on the display device.

14. The method of claim 1, wherein a segment of text includes at least one formatting code.

15. The method of claim 14, wherein the at least one formatting code comprises an HTML tag.

16. The method of claim 1, wherein the product tag comprises a radio frequency identification tag.

17. The method of claim 1, wherein at least a second segment of text includes a domain name code and the method further includes converting the domain name code into a uniform resource locator of the product information and/or product name.

18. The method of claim 1, further including displaying on the display device product related content corresponding to a segment of text in a manner determined by the position of the segment of text within the segments of text.

19. A computer-readable medium having stored thereon a data structure, comprising:

(a) a first field containing a first text segment;

(b) a second field containing a second text segment that includes a meta tag that represents a known procedure for expanding the second segment of text; and

(c) a field separator separating the first field and the second field.

20. The computer-readable medium of claim 19, wherein at least one of the first and second text segments includes at least one formatting code.

21. The computer-readable medium of claim 20, wherein the at least one formatting code comprises an HTML tag.

22. A mobile terminal comprising:

a transceiver module that generates radiation for scanning a tag and receives product related content in the form of segments of text separated by field separators and wherein at least one segment of text includes a meta tag; and

a parsing module that uses the meta tag to expand the at least one segment of text.

23. The mobile terminal of claim 22, further including a meta tag database storing meta tag expansion instructions.

24. The mobile terminal of claim 22, wherein the parsing module expands the at least one segment of text to a hyperlink to a local or remote network site, which allows access to respective information depending on whether wireless local network access, which is supported by the mobile terminal is available.